

		1 Point Novice	2 Points Partially Proficient	3 Points Proficient	4 Points Advanced	Points
Student Name						
Pre-production	Proposal/ Pitch	Lacks focus, does not represent final product.	Explains project in a general manner.	Explains project with specific detail and description.	Persuasively written, addresses all elements effectively.	
	Storyboard/ Script	Does not represent sequence of shots. Descriptions are lacking.	Descriptions are logical but lack detail. Vague dialogue.	Represents sequence of shots. Descriptions and dialogue are clear.	Detailed planning of shots. Audio, graphics, effects are well placed.	
	Content and Delivery	Story is unclear with missing details and effort. Not on schedule.	Story is vaguely communicated with few details and minimal effort. Not on schedule.	Story is clearly communicated with details and effort. On schedule.	Strong message. Covered with detail, description and depth. On schedule.	
Student Name						
Production	Camera Technique	Unsteady shots, out of focus with excessive panning, zooming and distracting framing.	Some unsteady shots, out of focus, excessive panning, zooming and distracting framing.	Mostly steady shots, in focus, some panning, zooming and distracting framing.	All shots are smooth, in focus, steady with well composed framing.	
	Audio and Lighting	Audio is not clear and lighting is insufficient.	Audio is not always clear and lighting is inconsistent.	Audio is clear and lighting is sufficient.	Audio and lighting add dramatic impact and match mood.	
	Content and Delivery	Video/Audio is unclear with missing details and effort. Not on schedule.	Video/Audio is vaguely communicated with few details and minimal effort. Not on schedule.	Video/Audio is clearly communicated with details and effort. On schedule.	Strong media. Created with detail, description and depth. On schedule.	
Student Name						
Post-production	Editing, Text and Graphics	Edits, text and graphics are unclear and inconsistent.	Edits, text and graphics are somewhat unclear and inconsistent.	Edits, text and graphics are clear and consistent.	Edits, text and graphics add dramatic impact and reinforce the visual style.	
	Enhancements and Effects	Little or no effects, or random, unmotivated events	Some effects, a tendency toward random, unmotivated events.	Enhancements combine smoothly and effectively.	Enhancements are planned and add impact and depth to the visual style.	
	Content and Delivery	Edit is unclear with missing details and effort. Not on schedule.	Edit is vaguely communicated with few details and minimal effort. Not on schedule.	Edit is clearly communicated with details and effort. On schedule.	Strong media. Edited with detail, description and depth. On schedule.	
Total						